LEO BURNETT COMPANY, *Inc.*

Ad No. 150—Req. No. 12084—B & W—3½ x 5 in.—Popular Mechanics, May, 1961

Latakia?

IT'S JUST ONE OF THE FIVE FINE TOBACCOS IN REVELATION

Latakia adds a touch of exotic aroma. Just a touch. Each of the *other* four adds something special too. Bring them all together with the Revelation recipe and something rare happens. Try it soon.

Kentucky Burley—dark flakes, slow burning
Virginia Bright—bright leaves, even burning.
Old Belt Bright—slightly darker, good body
Latakia—deeper brown, extra mild
Perique—very dark, wonderful aroma

REVELATION

MILD SMOKING MIXTURE

Source: https://www.industrydocuments.ucsf.edu/docs/rsbv0004